



SWDB Minority Unemployment & Outreach Committee

Date: 5/5/23

Location: ZOOM

Minutes

Iowa Workforce Development Board Meeting

Minority Unemployment & Outreach Committee

May 5, 2023

11:00 am – 12:00 pm

ZOOM

Agenda item 1. Call to Order

Chair Ofelia Rumbo called to order the meeting of the Minority Unemployment & Outreach Committee on May 5, 2023, at approximately 11:00 am via ZOOM.

Agenda item 2. Roll Call

Members in Attendance

1. Ofelia Rumbo, Chair
2. Mike Ralston
3. San Wong
4. Wayne Ford
5. Beth Townsend
6. Ahmed Agyeman
7. Mike Ralston

Members Absent:

1. Quentin Hart
2. Rob Denson
3. Donya Jenkins-Gai
4. Anderson Sainci
5. Andy Roberts
6. Timothy Perkins
7. Izaah Knox
8. Inger Hall

Other Attendees:

1. Shelly Evans
2. Michelle McNertney
3. Ryan Murphy

Shelly Evans called roll and advised Chair Rumbo that quorum was not established.

Agenda item 6. Further Discussions on Data

Chair Rumbo lead open discussions. Review data shared by Ryan Murphy from IWD.

Ryan Murphy shared data in November. Conjunction with newest census release. That was 2021 data only. No new data until September 14 when those numbers will be released. Conversations related to correlation between low levels of training and unemployment and all feeds together as we look at this issue.

Mike Ralston – some nominal improvement of pay but not enough to make us feel good.

Ryan Murphy – yes. 2020 gave a bump for everyone, including minorities. Interesting to see numbers from 2022. More normal and see decreases across all groups.

Chair Rumbo – educational attainment by certain minority groups is lower compared to others. Pay as well. Discrepancies based upon industry. Low unemployment and see a lot of applications so that is turning around. Things are changing. What does this group's focus want to be. Listening tours. Different status of economy now.

San Wong – talk about IWD's strategies. All organization had to pivot because of COVID. Tailor or do something different for folks in different communities. Upfront efforts to engage them right away and relevant to populations.

Ryan Murphy – discrepancies regarding educational attainment. REM and RA.

Michelle McNertney – in Iowa and nationally. Applying for grants and programs a lens on everything and trying to reach and serve underserved populations. Find people in new places. Bringing all programs into one location will help us deal with those needs better.

Wayne Ford – what's on the table. 5th whitest state in America. Remember how those outside of Iowa look at us. Most of them think Iowans wouldn't touch this subject. DMACC and other community colleges are advocating. Everything is in place. All about outreach. Once minorities know about the opportunities, we can move the needle. Minorities see, feel and touch. Excitement is there. A lot on the table we have already done. Solicit young people. Sell what we are doing and recruit.

Chair Rumbo – share prior visits. Organize and recruit and get people to attend.

Wayne Ford – used IWD.

Beth Townsend – did notices on all social platforms. Reached out to community leaders and invited to participate and attend. Meeting in Waterloo with Governor and Lt. Governor, close 50-75 people. Most of color. Ability now to spread work and create excitement is better. Used Son's department as resource.

Chair Rumbo – are we ready to discuss dates/places/targets. Get ball rolling. Put dates on calendar and start talking to those that can attend from our committee.

Ahmed Agyeman – apprenticeship programs and education. Outcomes/goals/data. EKD and DMAACC involved. Big picture how does that data and investments state is putting gout – can it be shared with this group? If things are working and how we can provide feedback and support to communities. Different needs in different areas. Metrics? Share data and provide guidance and feedback.

Beth Townsend – collected notes. Questions/comments/responses/follow-up.

- List of common themes, data
- Site selections last time – areas of highest percentage of minorities. Marshalltown, Waterloo, Dubuque, Des Moines.
- Go anywhere.
- Mayor Hart supportive and participated. Very effective. Find community leaders willing to participate.

Wayne Ford – Fort Dodge has some challenges.

Chair Rumbo – Storm Lake a good one as well.

San Wong – Micronesian. Sioux City.

Chair Rumbo – Sioux City tried to announce closing of biggest corporate office. 600 to 800 workers.

Ahmed Agyeman – LDS, summer apprenticeship programs. Behind scene goals. See shift and improvement. Look at those.

Chair Rumbo – measurables.

Ahmed Agyeman – LDS good investment and how much going to minorities. Is funding having impact on this group. If not, how can those communities/groups access moving forward.

Wayne Ford – have some numbers. 5-10% reduction. 2-3 years ago. Goal was met.

Beth Townsend – best numbers in 2017/2018. Have not recovered since the pandemic.

Chair Rumbo – next level. Reduce UI but go back and say this initiate gave us better results. Awareness is huge. Opportunities must be shared with employers, job seekers. Create awareness and having some metrics to point out. Show where return of investments are. What do we focus on and what can we measure.

Ryan Murphy – demographic data for workforce programs. IWD teams working for grant to connect all of this data in one place. More outcome related information for all kinds of groups.

Chair Rumbo – that's exciting.

Ryan Murphy – Iowa College Aid for LDS.

Beth Townsend – Iowa to move from USDOL run apprenticeship to state agency. Gives us access to federal reports which we do not have now.

Michelle McNertney – this group meet prior to SWDB 6/21. List of locations and skeleton of agenda. Agenda. Accomplish to full board. Establish new metrics. Use

Beth Townsend – baseline of community. Good snapshot of information. Questions.

Chair Rumbo – snapshot of programs for Agenda.

Beth Townsend – LDS, RA, handouts. IWD staff available.

Wayne Ford – very inclusive. “We are here for the people.” Youth crime is going up. June meeting with Rob Denson. Put 100 people together at non-profit to raise awareness. Educate them. Want them to make it to the summer. Get the show on the road as soon as we can.

Ahmed Agyeman – look at resources it helps. State and local opportunities so they don't feel left behind.

Beth Townsend – WBL was just beginning. Focus was on adults. Now we have 56 of Iowa schools have RA in high schools. Storm Lake has tremendous program and get superintendent to talk about. Get parents to encourage kids.

Chair Rumbo – decide which communities for board meeting. Summer best time.

Beth Townsend – fall time frame?

Michelle McNertney – languages.

Beth Townsend – digital town hall since we can't go everywhere.

Michelle McNertney –

Marshalltown
Des Moines
Waterloo
Fort Dodge
Storm Lake
Dubuque or Davenport

Ryan Murphy – which metros have highest unemployment rates.

Ahmed Agyeman – employer or job sites? Youth specific programming – sandwich time to get feedback. Leave work and go home. Get employers to help. Good opportunity to reach more.

Beth Townsend – community conversation that all of community.

San Wong – under employed.

Michelle McNertney – church, community center where populations visit, good opportunity.

Chair Rumbo – need to have conversations with employers. Bridge the gap.

Mike Ralston – get employers there. Eager to reach out to communities.

Ryan Murphy – Ottumwa may be good candidate. Dubuque good too.

Wayne Ford – Governor wanted to be involved makes a different tone.

Beth Townsend – June/July – looking for events. Confident we could get her to 1 or 2.

Chair Rumbo – go to Dubuque.

Beth Townsend – get dates done. Governor is deeply committed to these issues and will come if we can make it work.

Wayne Ford – IWD gave dates.

Mike Ralston – spaces.

San Wong – community youth organizations we need to involve.

Wayne Ford – new law from Governor let's make it happen.

Beth Townsend – roll out communication strategy after 7/1.

Chair Rumbo – Help kids expand career awareness. Some families need kids to work. 9 not unreasonable hour.

Wayne Ford – young people selling dope but rather have them other opportunities.

Chair Rumbo – employers were limited.

Beth Townsend - We can always expand. Invite communities.

Agenda item 7. Discussions on Listening Sessions Across the State

Chair Rumbo lead open discussions.

Agenda Item 8. Adjournment.

- ACTION ITEM: Motion to Adjourn.

Chair Rumbo adjourned the meeting of the Committee at approximately 12:01 pm.

Respectfully submitted,



Shelly Evans
Executive Assistant, Iowa State Workforce Development Board
5/5/23